

konstrundan

Evaluation report 2022



Illustration: Jenni Tuominen



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Konstrundan 2022

Konstrundan is a national event where professionals within the fields of art, craft and design open their studios to the public.

In 2022 Konstrundan was arranged during the first weekend in September, 3.-4.9.2022. This year we had 282 visiting points in total (the previous year 321) from Lappeenranta in the east to Eckerö in the west and from Raasepori in the south to Nuorgam in the north. As many visiting points had several participants, the total number of participants was 442 (485) persons. 10 participants cancelled their participation for various reasons, which means that in total 432 persons took part in 2022. Of the participants about 28 % were Swedish-speaking, 65 % Finnish-speaking and 7 % said they had English or another language as their first language. In 2022 Konstrundan had roughly 28 000 (23 200) visitors.

The Spouse of the President of Finland, Jenni Haukio, acted as the patron of Konstrundan in 2022.

On Friday 2.9.2022 Art Friday was organised as a part of Konstrundan. Art Friday produced a film with a pedagogical art activity that was distributed to all elementary schools in Finland. Older school students as well as associations were offered the possibility of group visits to several of the participants of Konstrundan. A bingo card was also launched.

The big news of this year was the Konstrundan Webinar 2.9.2022: "How to survive as an artist today?". The webinar was aimed at professionals within the arts and professionals from the field with a diverse background and perspective were invited as speakers.

Background

Konstrundan was organised for the first time in Finland in 2008 as part of Svenska Kulturfonden's 100th anniversary celebrations. Since that the event has been organised annually. Åbolands hantverk rf is the organiser of the event. The vision and overall aim of Konstrundan is to annually open the doors of the studios of artists, artisans and designers in Finland and to establish a stronger network between them. Konstrundan was first organised mainly in the Swedish-speaking regions, but the interest in the event has grown in the more Finnish-speaking regions. During the past two years the amount of participants has increased a lot.



Konstrundan strives to increase the visibility for art, craft and design and works purposefully to influence the public to buy art and craft. Konstrundan is marketed as an event where you can buy art directly from the artist. The long-term goal is to make it easier for artists to make a living from their art.

Application and selection process

The application period for Konstrundan 2022 was 20.1-20.2.2022. We received 449 (330) applications. Out of these, 34,5% applied for the first time and 65,5 % had participated before. Unlike 2021, it was not possible for groups to apply this year and each participant was required to fill in a personal application.

The jury met 8.3.2022. Four applications were rejected because they did not fill the application criteria. Of the accepted applications, 59,3 % represented visual arts, 8,5 % arts and craft and 2,2 % design and applied arts. 22,5 % represented a mix of several art forms and 7,9 % informed that their activity fell within the category of 'other'.

Preparations for Konstrundan 2022

After the selection of this year's participants the extensive preparatory work for Konstrundan 2022 begun. The planning was no longer affected by the pandemic, but instead the war in Ukraine shadowed the thoughts. It was nevertheless established that in times like these, culture is needed more than ever. On an initiative of one participant, Konstrundan opened an online fundraiser on the Finnish Red Cross' website in favour of the Red Cross' Disaster Relief Fund.

Konstrundan 3-4.9.2022

In general it can be stated that Konstrundan this year proceeded according to plan and that it resulted in a successful and appreciated event.

The visitor numbers reached a new record of roughly 28 000 visits! On average each visiting point had 65 visits (74).

The number of visitors per visiting point was between 2 and 350. The lowest visitor numbers were for participants who were alone or in remote locations.

Several participants offered the visitors work demonstrations, workshops or other programmes.

Marketing

The newspaper is an important and popular part of the marketing of Konstrundan. The extensive work with the newspaper started in March. The contents were put together by the project manager and the regional contacts in collaboration with Konstrundan's graphic designer Nanne Nylund. This year's illustration was made by Jenni Tuominen.

The illustration was planned so that the reader can colour-in the illustration and for example photograph it and share it on social media. The concept was popular and many posts were shared on social media with colourful Konstrundan-illustrations.

The newspaper was again produced in Swedish, Finnish and English. The popular interviews were in the newspaper in shorter form and long versions of the interviews were available on Konstrundan's homepage. The interviews were written and translated by the regional contacts: Martina Lindberg interviewed Markus Mäkinen and Pia Rousku, Ida Taavitsainen wrote about Hanna-Kaisa Korolainen, Jani A. Purhonen about Onnellisen sepän paja, Leila Cromwell-Morgan Lönnroth about Erica Törnroth, Leena Stolzmann about Åsa Hellman, Nicole Hjelt about Li Taiga and Ami Avellán about Elina Länsman.

Jenni Haukio's greeting in the newspaper was appreciated. In her text she highlighted the importance of continuity and cultural heritage and how art can function as a counterweight to mass production and create conditions for sustainable production.

Because Konstrundan's number of participants was in line with the previous year, the newspaper again had 28 pages. The details about the participants were compressed and the images made smaller so that the readability of the newspaper would improve.

The newspaper contained adverts by Kulturhuset Grand, Pesula Galleria, Luckan, Pro Artibus, Fiskars Village, Turun Taidelainaamo, Gullkrona Shop, Galleri Skarpans, Novia University for Applied Sciences, KWUM, Fiskars Biennale, Tatteen talo Rettig, Turun taidelainaamo, Taidekeskus Itä, Seinäjoen taidehalli, Ordkonstskolan and NiPÅ. Several of the ads were part of cooperation agreements and hence the value of the direct advertising sales were 1 810 €.

The newspaper was sent out as a tabloid supplement with several Swedish-speaking daily newspapers:

In Uusimaa	Hufvudstadsbladet	24 000 copies
	Västra Nyland	6 100 copies
	Östnyland	5 400 copies
In Turunmaa	Åbo Underrättelser	6 200 copies
	Pargas Kungörelser	3 700 copies
I Ostrobothnia	Vasabladet	15 700 copies
	Österbottens Tidning	11 500 copies
	Sydin	5 320 copies

On the Åland Islands the newspaper was handed out to every household, 14 000 copies.

Another 22 000 copies were ordered for direct distribution by the Konstrundan participants and the Konstrundan team. These newspapers were distributed within the participant's networks and to several public places such as libraries, galleries, shops as well as stations and terminals. This year the edition of the newspaper was 113 800 copies in total.

Konstrundan had digital advertisements in HS.fi/Sanoma and printed ads in Kaleva, Lapin Kansa and Karjalainen, among others. The digital campaign with Sanoma between 15.8-4.9 directed over 3100 visitors to Konstrundan's website and had a bounce rate of 23 % (visitors that did not engage on the page).

Ida Taavitsainen was responsible for Facebook and Instagram and made regular and highly appreciated posts on both platforms. The posts were made from visual material sent by the participants and Ida uploaded them thematically. Four Konstrundan-canvas bags were drawn in a lottery among the commentators of a social media post. A few paid campaigns on social media were also carried out during the year. Before Christmas Ida put together a popular advent calendar with materials sent by this year's participants.

Konstrundan got several new followers throughout the year. In the autumn of 2022 we had approximately 4700 followers on Facebook and 2700 on Instagram. During the week Konstrundan was held the posts on Facebook had a reach of about 5800 accounts and Instagram about 3200. During the year (1.1-5.9.2022) our reach on Instagram has grown with 91 % compared with the previous year while the reach on Facebook has decreased with 51 %.

For the third year in a row one participant from each region was asked to take over Konstrundan's Instagram account. The participating artists got positive visibility through Konstrundan's Instagram and many participants were also inspired to create new works to show.

Date	Reach (accounts)	Participants
16–22.5	1 008	Hanna Rynnänen, Southern Karelia
23–29.5	860	Pirkko Mäkelä, Southwest Finland
30.5–5.6	4 227	Teemu Keisteri, The capital region
6–12.6	1 043	Helena Junttila, Northern Finland
13–19.6	2 627	Lukas Malte Hoffmann, Western Uusimaa
20–26.6	1 567	Johnny Ramstedt, Eastern Uusimaa
27.6–3.7	943	Olivia Sarling, The Åland Islands
4–10.7	963	Alexandra Sandbäck, Ostrobothnia

As during previous years, posters and postcards were ordered to use as advertisement. The marketing materials were given to the participants, who then shared them within their own networks. In total- we printed 6700 posters in the sizes A2, A3 and A4, 11 200 postcards and 600 weatherproof road signs in the size 45 x 45 cm. We also posted 3000 maps of the visiting points on the Åland Islands as a regional investment.

Press statements and newsletters were sent out several times a year and Konstrundan was noted by several newspapers. On the Åland Islands Konstrundan we got very good visibility, while in the rest of the country it was mainly the local press that wrote about Konstrundan and its local participants. Many YLE channels noted Konstrundan, for example the Swedish-speaking news TV-Nytt on Sunday 4.9.

Communication with the participants

Between 14th and 17th of June, 13 info meetings were organised in the different regions for both the participants and members of the press. The regional contacts hosted the meetings and informed the participants about Konstrundan 2022 and handed out the marketing materials. In most of the regions the local participants actively participated in the events, but only a few members of the press took part, with the exception of Åland. In eastern Finland there was no info meeting, instead the materials were sent directly to the participants.

On ~~17th~~ June 17th three online meetings were held. One in Swedish, one in Finnish and one in English. The meetings were recorded and posted on Konstrundan's homepage so that the participants could look at them later.

Several places also kindly took care of the marketing materials so that the local participants could pick them up later at a time that suited them best. Thanks to the Cable Factory, Roihupelto, Luckan in Karjaa, Kirkkonummi and Porvoo, NiPÅ on the Åland Islands, Novia in Pietarsaari and the Library in Vaasa.

After this year's participants had been selected three (3) info letters were sent out as well as a few complementing emails. The info letters were also uploaded on our homepage so that the participants could easily find them. All the information was sent in Swedish, Finnish and English. A participants guide was compiled containing all the necessary information about what the participant is expected to do prior to and during Konstrundan.

To get all the essential information out to so many participants is a huge challenge and requires clarity in communication.

Feedback from the participants.

After Konstrundan, the participants were asked to fill in an evaluation form online. The organiser received 209 answers, which means 47% of all participants replied. The answers were fairly equally shared among the regions and for the most part very positive.

Comments from this year's participants:

"Jag upplevde det som ett varmt och fint evenemang och jag uppskattade att ni delade inlägg om oss deltagare på era sociala medier. Under själva Konstrundan blev det ett naturligt möte mellan besökarna och mig och det var roligt att helt nya och för mig okända människor fick veta om att jag och min konst finns."

"Iso porukka ympäri Suomea! Muotoilu, käsityöläisyys ja taide tärkeä osa kulttuuriamme!!"

"Mötet med besökarna, alla samtal, alla idéer om utveckling av produkter eller helt nya, allt pepp, glädjen då besökarna köper något och jag vet var mitt verk kommer att finnas."

"That it makes people curious about / give them access to places they wouldn't go to otherwise"

"Jag har också fått otroligt mycket positiv feedback och beröm över min mångsidighet, vilket betyder mycket. Det sporrar att fortsätta på det sätt jag nu gör. Det är naturligtvis alltid trevligt också med nya besökare, men dom återkommande besökarna är ju ett "bevis" på att jag gör nånting som dom gillar."

“Ihmisten kohtaaminen! En koe olevani hyvä esillä olemisessa, mutta työhuonevierailut olivat itsellekin antoisia. Oli ihanaa huomata, että esillä olleet teokset koskettivat ja herättivät keskustelua.”

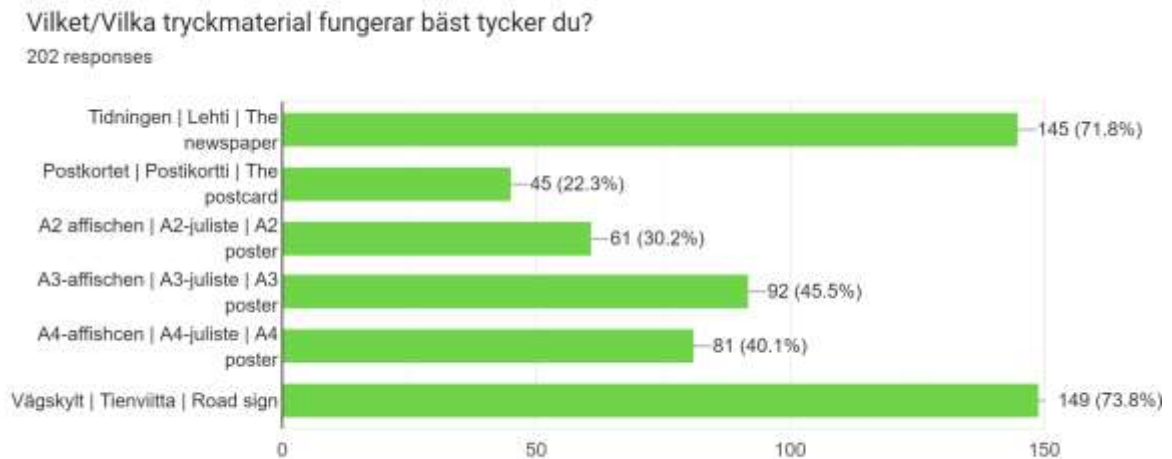
“Gör kommunikation möjlig mellan producent och konsument - många vågar inte ta kontakt för ateljébesök. Konstrundan ger besöksmöjlighet utan känsla av köpkrav.”

“Silloin sellaisetkin työstäni kiinnostuneet henkilöt, jotka eivät ottaisi yhteyttä minuun varta vasten tullakseni työhuoneelle, kokevat olevansa tervetulleita. Matala kynnys käydä on hyvä asia.”

Of all the participants who answered the feedback form, 50 % had not participated last year. Of the ones that took part last year, 27,7 % had less visitors this year while 23,3 % had more. Many still thought that the aftermath of the pandemic was still affecting how the audience moves and engages in events. It was also mentioned that several other events were happening the same weekend and that Konstrundan is still fairly unknown in certain regions. Participants who actively marketed their participation in Konstrundan had many visitors, as did the ones who had many other participants nearby.

The majority of those who answered the feedback form experienced that the communication with the organiser was working well. Why it had not worked was mainly due to the fact that in some cases it had been hard for the participants to get hold of their marketing materials. One comment also implied that the organisers don't understand the amount of work the participants do prior to the event. Some still feel there is too much information coming via email, but still 99,5% answered that they prefer email as their main channel of information.

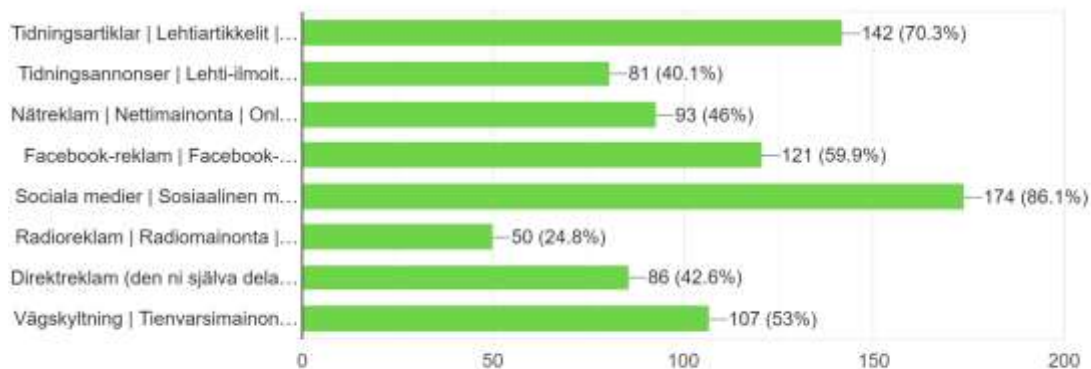
The Konstrundan-newspaper got the second best rating of all the printed materials that were made. The road signs, which were printed for the second year in a row, topped the list. The posters were made in A2, A3 and A4 formats and of them A3 was most popular. The postcards got the lowest rating. The physical materials were established to be of high quality, even though their relevance was also questioned and digital marketing was deemed more effective.



Social media was seen as the best marketing channel ahead of the newspaper articles and road signs. Regarding the contents on social media, more personal presentations and short interviews with the artists and presentations of their works were requested. In general the participants were happy with the content on Facebook and Instagram this year.

Vilken form av marknadsföring fungerar bäst för Konstrundan enligt dig?

202 responses



58,9 % of those who answered the feedback form said that they will apply for Konstrundan again next year and 34,7 % were still unsure. Those who said they will not apply next year gave the date, lack of time and too few participants and visitors in their region as the reasons for not participating.

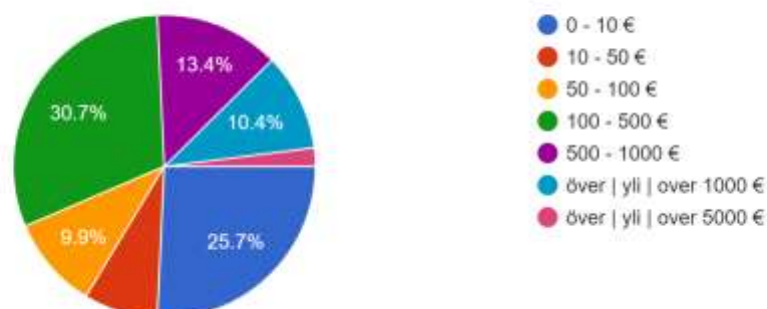
According to the participants, the best things with Konstrundan are the meetings with the audience, the discussions and the positive atmosphere as well as sales. The event is generating visibility with participants in smaller regions as well as a sense of community among the participants. That the event is free of charge for the participants, well organised, national and that all the information is handed out in three languages was also appreciated by many.

A few were asking for more local marketing and better contact with the press and media. Some would like to change the date. In some regions Konstrundan is still fairly unknown. A higher number of visiting points would be desirable especially in smaller and more remote regions. The question whether or not Konstrundan should have a name in Finnish as well was again raised among the answers, with the motivation often being that a name in Swedish may deter some visitors. Among the answers were also many constructive suggestions regarding, for example, marketing and communication. We will consider all the feedback we have received in the planning of future events.

We asked if the participants had had any sales and how much it was during Konstrundan. About 80% answered that they had sold during the event. 43,5 % had sold between 0-100 €, 44,1 % between 100-1000 € and 12,4 % had sold for over 1000 €. The total sales of all the participants during Konstrundan is hence approximately at least 100 000 €.

För vilken summa sålde du produkter/konst? (enbart för statistik)

202 responses



We also asked whether the participants feel that Konstrundan creates added value. 74 % of the answers said Konstrundan is generating added value.

Raffle

To celebrate Konstrundan's 15th anniversary it was decided that this year's raffle would consist of art experiences rather than artworks, hence the raffle prizes this year were art workshops. The raffle prizes included one prize per region and focus was laid on including art, craft and design. The prizes were drawn during the steering group's meeting in September. In total 4 420 (7 127) raffle tickets were filled.

<u>Artist and workshop</u>	<u>Vinnare</u>
1 Sanna Lunkki, Karkkila, Miniature rug-making	Aino Meisalmi-Minkkinen, Jyväskylä
2 Marcus Boman, Mariehamn. Portrait photography	Sofia Hammar, Mariehamn
3 Esa Siltaloppi, Vaasa. Photography	Mikael Lindell, Pietarsaari
4 Tero Annanolli, Sipoo. Visual arts	Johan Pirttikangas, Lohja
5 Sirpa Ojala, Pomarkku. Rug-hooking	Minna Luusalo, Björneborg
6 Liisa Hilasvuori, Helsinki. Ceramics	Mikael Sundholm, Helsinki
7 Johanna Pihlajamaa, Tampere. Printmaking	Frida Baltasar, Kaarina
8 Leena Katriina Ehrling, Lappeenranta. Visual Arts	Ritva Kiiski, Porvoo

All the winners have given their consent for their name to be published on Konstrundans Facebook and homepage.

Art Friday 2.9.2022

Since 2012 in conjunction with Konstrundan, children's art workshops have been organised during Art Friday. The workshops generated meetings between the artists and children and besides creating the children got a contact with and a picture of a creative artist's work. The workshops were appreciated, but due to financial and practical limitations only benefitted a handful of children in a few locations, mainly in the Swedish-speaking regions.

Thanks to focused financial support from the fund Brita Maria Renlunds minne, the concept of Art Friday was renewed in 2020. To reach as many children as possible we produced a film in which an artist presents a free art assignment mainly aimed at children of elementary school age.

In 2022 Art Friday was implemented with the same concept. The visual artist Anna Semerdjiev from Vantaa was selected as the presenter of the film. She planned a task that was called 'Tasty and Poison-free Painting', in which she instructs how to paint with coffee and berries and what happens when you mix lemon and baking soda with the berries.

The production company Filmbutik recorded the film in Finnish and then dubbed it in Swedish and English. The films were also given subtitles in each respective language. The films were then uploaded on Youtube- so that the viewers can choose language and subtitles themselves. The film is also available through Konstrundan's homepage and Facebook-page.

The film was launched on Art Friday 2.9.2022. Art Friday was marketed through press statements, on social media and through info letters to interest groups.

This year's film has been distributed widely and shown on Facebook in Swedish over 600 times and in Finnish over 200 times. On Youtube the film has been shown around 100 times in Swedish and over 300 times in Finnish. Because it's voluntary to send in the results of the task, we do not know how many children have participated in the task. But with over 1200 views, we hope that more than 5000 children have had the chance to execute the assignment.

Teachers or parents were asked to upload images of the children's artworks on Instagram and to use the hashtags [#konstensfredag](#) [#taiteenperjantai](#) [#konstrundan](#) [#konstrundan2022](#). The films from 2020 and 2021 as well as this year's version are left on Konstrundan's homepage and Youtube channel, so that the assignments can be completed later as well.

To further develop Art Friday, we will consider the timing of the event as well as how we can create a stronger network with the teachers and how to make the result more measurable? It might be worthwhile to look for partners within the field of media and to offer the concept to them.

Konstrundan Bingo!

This year we also launched a bingo card that Ida Taavitsainen put together. The link to the card (created via Bingobaker.com) was on our homepage for Art Friday and available to print out or play online on a mobile phone.

Group visits at the participants studios 2.9.2022

About 180 participants said that they are happy to welcome group visits during Friday 2.9. We informed schools and associations about the possibility and encouraged them to be in direct contact with the participants to book a visit. About 100 groups / 700 persons in total took advantage of the opportunity to visit the studios during Art Friday.

The Webinar 2.9.2022: How to Survive as an Artist Today?

To celebrate Konstrundan's 15th anniversary we organised a webinar for creatives within the arts on Friday 2.9.2022. The webinar was a collaboration between the foundations Stiftelsen för Nordiska konstskolan, Novia University of Applied Sciences and Konstrundan. Nicole Hjelt was responsible for the practical arrangements on behalf of Konstrundan and Joakim Finholm was in charge of the technical part. Ingela Bodbacka-Rak represented the foundation Stiftelsen för Nordiska konstskolan and the curator of the event.

The webinar was looking at questions around being a professional artist in Finland today. The invited speakers with solid experience described artistry from many different angles through personal anecdotes and concrete advice.

The speakers of the event were Marcus Åström, curator at Pro Artibus; Anni Laukka, visual artist; Lisen Sundqvist, visual artist and cultural scientist; Sade Kahra, photographer and Michele Uccheddu, musician.

The webinar was followed by about 60 participants. 6 persons took part on site in Pietarsaari, while the rest were online. The talks were recorded and are available through Konstrundan's Youtube channel. Relatively few Konstrundan-participants took part in the webinar and if a new webinar is organised in the future, it will most likely happen outside of the Konstrundan-weekend.

Administration

Åbolands hantverk rf is the organiser of Konstrundan. Åbolands hantverk nominates a steering group that in 2022 consisted of Maija Albrecht, Sebastian Jansson, Eliisa Riikonen, Johan Sandås, Leena Stolzmann and Hanna Wiik-Rosenqvist.

Martina Lindberg is the project manager of Konstrundan with an estimated work time of 70 %. Konstrundan has a workstation in Åbolands Hantverk rf's office in conjunction with the Gullkrona Shop in Parainen, but in Martina has practically been working from home.

During 2022 Veronica Svenskberg wrote her thesis about Konstrundan. The thesis is looking at Konstrundan's strategy and comparing it with its activities and how the strategy is supporting the activity. The thesis is part of Veronica's studies in cultural production at Arcada University of Applied Sciences. Veronica also worked as a regional contact and secretary for Konstrundan.

The following persons worked on hourly basis as regional contacts in the different regions:

- Veronica Svenskberg for Kymenlaakso, Southern Karelia och Eastern Finland
- Leena Stolzmann for Eastern Uusimaa and Päijät-Häme
- Ida Taavitsainen for Helsinki and the metropolitan area
- Jani A. Purhonen for Western Uusimaa and Kanta-Häme
- Leila Cromwell-Morgan Lönnroth on the Åland Islands
- Nicole Hjelt for Ostrobothnia
- Ami Avellán for Northern Finland

In August Therese Hjalmarstrand was hired as a regional contact on the Åland Islands to replace Leila Cromwell-Morgan Lönnroth.

For the third consecutive year a cooperation agreement was signed with Novia University of Applied Sciences. During Konstrundan, Novia's students opened the doors to their studios in the school. This gave the general public an opportunity to follow future talents of the arts. It was also an opportunity for persons interested in studying within the field to acquaint themselves with the courses on offer.

All regional contacts have worked from home and the regular weekly meetings started during the pandemic in 2020 continued and were appreciated.

In September a future seminar with the regional contacts and the steering group was held. The seminar was online and Veronica Svenskberg's thesis *Konstrundan: strategi och verksamhet* worked as a basis for the conversations.

Nanne Nylund has worked as Konstrundan's graphic designer during 2022. Konstrundan's website www.konstrundan.fi is maintained by Webbhuset and Veronica has taken care of the website's content and updates.

Economy

Konstrundan is an independent project that does not generate any income of its own. The turnover is approximately 200 000 € a year and the event is adapted according to the funds granted. The biggest costs are for staff and marketing, especially the Konstrundan newspaper. The result of 2022 is approximately -10 000 €. The loss is covered by profits from previous years.

In short one could say that Konstrundan's turnover is the marketing split on the individual participants, but because Konstrundan is actively highlighting and working for the whole creative field in Finland, we believe that Konstrundan is supporting and marketing many more creatives.

Konstrundan 2022 would like to give a warm thanks for the financial support to: Svenska Kulturfonden, Föreningen Konstsamfundet, Stiftelsen Brita Maria Renlunds minne, Stiftelsen Emilie och Rudolf Gesellius fond, Eugène, Elisabeth och Birgit Nygréns stiftelse as well as William Thuring's stiftelse and Waldemar von Frenckells stiftelse.

A big thank you to everyone who through good cooperation and support has helped make Konstrundan 2022 happen.

The future

Konstrundan is an extensive project and an appreciated national event with professional content. Many challenges have been described in this rapport and we are constantly looking for a broader finance base and sustainable solutions to improve and develop Konstrundan.

The aim is to develop the programme during and around Konstrundan and to attract more visitors to the studios and workshops to support and promote the creative field in this country.

This report was put together in October 2022 by:
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